

## ABSTRACT OF THE DISCLOSURE

A circuitry for driving a liquid crystal display device comprises :

- 5 a timing controller for generating image data and at least a clock signal ; a plurality of data bus lines for transmitting the image data and at least a clock signal ; and a plurality of source driver circuits for incorporating the image data in synchronizing with the at least a clock signal and converting the image data into gray scale voltage signals, wherein the timing controller
- 10 includes : a branching unit for branching original image data having an original data rate into branched plural-systems image data comprising plural systems having a converted data rate which is equal to either the original data rate or a half of the original data rate.

15